Application Serial No. 10/001,992
Request for Continued Examination filed May 27, 2008
Reply to final Office Action mailed March 17, 2008

IN THE CLAIMS:

The text of all pending claims, (including withdrawn claims) is set forth below. Cancelled and not entered claims are indicated with claim number and status only. The claims as listed below show added text with underlining and deleted text with strikethrough. The status of each claim is indicated with one of (original), (currently amended), (cancelled), (withdrawn), (new), (previously presented), or (not entered).

1. (currently amended) An advertising server comprising:

a database which registers contract users having a subscriber contract with a newspaper dealer;

an advertisement preparation unit preparing an advertisement requested by an advertiser, publishing the prepared advertisement in a Web page for advertisement viewing, and preparing and publishing a non-contract use page including local area information other than said advertisement on said Web page; and

an advertisement utilization unit which, when a user is identified as a ~~contract user registered in~~ subscription user to the database upon entering user information, allows the ~~contract~~subscription user to view ~~said~~ the advertisement on ~~the non-contract use~~said Web page~~,~~ open to the pubic; and when a viewing request ~~from a user~~ is identified as that from a non-contract user not registered in said database ~~is received~~, prohibits ~~publication~~publishing of ~~said~~the advertisement on said Web page, and after publishing said non-contract ~~use page and publishes~~user utilization page, allowing viewing said page, permits subscription contract registration processing by presenting an application page ~~for subscribing with said newspaper dealer.~~of said subscription contract.

2. (cancelled)

3. (previously presented) The advertising server according to claim 1, wherein said advertisement preparation unit inputs an electronic medium advertisement from an advertiser and places the resulting advertisement on said privileged Web page, and also converts a medium advertisement from an advertiser to electronic data, and places the resulting advertisement on said privileged Web page.

4. (previously presented) The advertising server according to claim 1, wherein said

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advertisement preparation unit prepares an advertisement requested by an advertiser or a Web page of the advertiser.

5. (previously presented) The advertising server according to claim 1, wherein, when a user views said advertisement on the privileged Web page, said advertisement utilization unit gives a privilege offer by a newspaper dealer or an advertiser to the subscription user viewing said advertisement.

6. (previously presented) The advertising server according to claim 1, wherein said advertisement utilization unit stores advertisement selection information specified and desired by the subscription user, and delivers an advertisement corresponding to the corresponding advertisement selection information by mail or facsimile.

7. (previously presented) The advertising server according to claim 1, wherein, based upon a linking request specified by the subscription user, said advertisement utilization unit makes a link to a Web page of the advertiser.

8. (previously presented) The advertising server according to claim 1, wherein, based upon a linking request specified by the subscription user, said advertisement utilization unit makes an access to a Web page of the advertiser managed by a newspaper dealer on a same chain in a different area.

9. (previously presented) The advertising server according to claim 1, wherein said advertisement utilization unit automatically edits a Web page dedicated to a subscription user based upon advertisement selection information specified by the subscription user, and stores resulting data, or downloads the resulting data to a user device.

10. (previously presented) The advertising server according to claim 1, wherein said advertisement utilization unit stores advertisement selection information specified by the subscription user, and upon receiving a visiting request from the subscription user, automatically edits a Web page dedicated to the subscription user based upon said stored advertisement selection information, and allows the subscription user to visit the page.

11 and 12. (cancelled)

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13. (previously presented) The advertising server according to claim 1, wherein said advertisement utilization unit retrieves subscription users who need to update the contract from the database, and displays the necessity of updating the contract at the time of visiting said privileged Web page.

14. (previously presented) The advertising server according to claim 1, wherein based upon a request for preparation of a guide map including a current position specified by the subscription user and a destination indicating the advertiser, said advertisement utilization unit prepares the guide map indicating a route from the current position to the destination, and publicizes the guide map in said privileged Web page, or downloads the guide map to a user device.

15. (previously presented) The advertising server according to claim 1, wherein said advertisement utilization unit transmits an ordering request for an advertised commodity from the subscription user to the advertiser's device as ordering information, and after the transmission, manages processes from delivery to receipt of the ordered commodity.

16. (previously presented) The advertising server according to claim 1, wherein based upon the request from the subscription user, said advertisement utilization unit prints an advertisement placed on said privileged Web page on paper media, and distributes the resulting advertisement.

17. (previously presented) The advertising server according to claim 1, wherein said advertisement utilization unit registers visiting information of the subscription user for each advertisement visit, surveys the advertisement utilization state by retrieving said database after a lapse of a predetermined period from the publish of the advertisement, and informs the advertiser's device of results of the survey, and determines and settles an advertisement publishing fee based upon the results of the survey.

18. (currently amended) An advertising method using a server, comprising:
registering in a database contract users having a subscriber contract with a newspaper dealer;
preparing an advertisement requested from the advertiser;

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publishing the prepared advertisement in a Web page for advertisement viewing;

publishing a non-contract use page including local area information other than said advertisement; and

allowing, when a user is identified as a ~~contract user registered in~~ subscription user to the database~~,~~ upon entering user information, the subscription user to view the advertisement on said ~~non-contract use~~Web page~~,~~ open to the pubic; and when a ~~user~~viewing request is identified as that from a non-contract user not registered in said database, prohibiting publication of said advertisement on said ~~non-contract use~~Web page, and after publishing said non-contract user utilization page, allowing viewing said page, permitting subscription contract registration processing by presenting an application page for subscribing with said newspaper dealer.

19 and 20. (cancelled)

21. (currently amended) A computer-readable recording medium storing a program allowing a computer functioning as a server to execute:

registering contract users having a subscriber contract with a newspaper dealer in a database;

preparing an advertisement, requested from an advertiser;

publishing the prepared advertisement in a Web page for advertisement viewing;

preparing and publishing a non-contract use page including local area information other than said advertisement; and

allowing, when a user is identified as a ~~contract user registered in said~~ subscription user to the database~~, the registered~~ upon entering user information, the subscription user to view the advertisement on said ~~non-contract use~~Web page~~,~~ open to the pubic; and when a ~~user~~viewing request is identified as that from a non-contract user not registered in said database, prohibiting publication of said advertisement on said ~~non-contract use~~Web page, and after publishing said non-contract user utilization page, allowing viewing said page, permitting subscription contract registration processing by presenting an application page for subscribing with said newspaper dealer.

22. (currently amended) A computer-readable recording medium storing a program allowing a computer functioning as a server of a newspaper dealer to execute:

registering, in a database, at least subscription users having a subscription contract with a newspaper dealer to deliver a newspaper to the subscription users;

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preparing an advertisement requested by an advertiser different from said subscription users and placing the advertisement in a privileged Web page;

preparing and publishing a non-contract use page including local area information other than said advertisement; and

allowing, ~~in the case~~ when a user is identified as a subscription user ~~on~~to the database ~~through inputted~~upon entering user information, _the ~~registered~~ subscription users to view the advertisement on said Web page ~~as a privileged second service provided under said subscription contract,~~open to the pubic; and when a ~~user~~viewing request is identified as that from a non-contract user not registered in said database, ~~allowing the non-contract user to view said non-contract use page,~~ prohibiting ~~the non-contract user from viewing the advertisement~~ publication of said advertisement on said Web page, and after publishing said non-contract user utilization page, allowing viewing said page, permitting subscription contract registration processing by presenting an application page for subscribing with said newspaper dealer.

23. (previously presented) A method in a data processing system, comprising:

providing a first non-privileged service to users, said first non-privileged service being offered to users with and without a subscription for the first non-privileged service;

registering subscription users of the first non-privileged service;

creating an advertisement;

preparing and publishing a non-contract use page including local area information other than said advertisement; and

displaying the advertisement on the non-contract use page only to the registered subscription users as a privilege;

wherein the advertisement display is provided to the subscription user at an independent time and by a different medium from the first non-privileged service.

24. (previously presented) An advertising server comprising:

a database registering contract users having a subscriber contract with a newspaper dealer;

a controller preparing an advertisement requested by an advertiser, placing said advertisement on a privileged Web page so that said advertisement, which is a privileged second service provided to said subscription;

providing the privileged second service by allowing the registered user to view said advertisement on the Web page; and

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when a user is identified as a non-contract user not registered in said database, publishing an application page for subscribing with said newspaper dealer.

25. (previously presented) A method in a data processing system, comprising:

providing a first non-privileged service to users;

registering subscription users of the first service;

creating an advertisement;

displaying the advertisement only to the registered subscription users as a privilege; and

publishing, when a user is identified as a non-contract user not registered in said database, an application page for subscribing to said first non-privileged service.